

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA**
Thursday, May 9, 2019 – 3:00 pm - 5:00 pm
Davis Conference Center - Twilight 2 Room
1651 N 700 W
Layton, UT 84041

1. **Welcome & Introductions: Lance Syrett, Chair - (3:00 pm)**
2. **Approval of Minutes - (3:20 pm)**
3. **Managing Director Report: Vicki Varela - (3:25 pm)**
4. **Marketing Committee Report: Dave Williams (3:35 pm)**
 - **Dashboard**
 - **Review/Approval of FY 2020 TMPF Budget**
5. **Destination Development Update: Rachel Bremer (4:10pm)**
6. **UTIA Update - (4:15pm)**
7. **New Business/Public Comment - (4:25)**

Meeting adjourned – The board retreat will be held on June 13, 2019, and the board meeting on June 14th in Kanab, UT.

UTAH OFFICE OF TOURISM GOALS

1. Create Global Brand
2. Strengthen partnerships with industry
3. Improve customer experience
4. Engage Utah leaders and citizens in our success
5. Use film as a billboard for our state